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(54) ELECTRONIC SHOPPING SYSTEM AND
METHOD FOR DEFINING ELECTRONIC
CATALOG DATA

electronic mall server 2, and stored in merchandise DB 212 by a merchandise registering part 26.

(57) Abstract:

PROBLEM TO BE SOLVED: To easily generate an electronic merchandise catalog corresponding to the various kinds of merchandise in an electronic shopping system.

SOLUTION: At the time of defining merchandise data information to be stored in merchandise DB 212, a necessary item necessary for defining merchandise data information related with the quality of merchandise to be defined and an option item necessary for defining option merchandise to be defined from central merchandise defined by the necessary item are set. A merchandise defining part 32 generates the merchandise data information of the central merchandise from the set necessary item, and then generates merchandise data information related with the option merchandise based on the set option item. The merchandise data information is transferred from an electronic shop client 3 to an

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